



The “Inconvenient Truth” About Traditional Glass

New Choices for the most Eco-Friendly Packaging

On the surface, glass would seem like the right choice for eco-friendly packaging.

People have been using it for hundreds of years, after all. So it just seems to make sense that this ancient packaging is one of the best choices with regard to the health of your environment.

At least it seems that way...but when you account for the whole process, a different truth emerges.

Glass

- Takes almost 3 times the energy to produce
- Produces nearly 3 times the air pollution
- Produces 40% more environmental waste

Plastic

- Uses less energy in production & shipping
- Substantially more durable and less brittle
- Consumes less energy during recycling

As you can see, glass isn't really all it's cracked up to be.

Assuming there was zero energy spent on the transport and cleansing of returnable glass bottles, they'd still have to be recycled about twenty times to compete with the energy and environmental efficiency of plastic.

As we reviewed all of the facts and new options, our choice became clear...but that doesn't mean it was easy...

Lighter Weight, Non-Reactive & Better for the Environment

Once we considered all the factors, we chose Acrylic Styrene, better known as ABS plastic.

It's a tough, impact-resistant plastic that's highly recyclable and already being used by other manufacturers of high-end cosmetic products. You can also find it in musical instruments, cars, pipes, and appliances... it is lightweight and indestructible!

That means no more worry—toss it in your bag, throw it in your suitcase or even use it in the shower. It's still non-reactive, so the packaging won't affect the essential oils in each blend, keeping our natural ingredients stable... it just removes the threat of breakage.

Because of its lighter weight, it also consumes less fossil fuel in transport and reduces our carbon footprint.

To top it all off, you're guaranteed that you'll get to enjoy 100% of your product, thanks to the special airless pumps and the way our new Amazon Rain packaging prevents oxidation.

So go ahead and savor the new, more eco-friendly Amazon Rain experience!

“Based on what I know the airless packaging is an excellent step up to preserve the integrity of the products, prevent oxidation after the product is in use and prevent possible contamination.”

—Skin Care Formulator Bunnie Gulick

The above information is summarized from the Economic Input-Output Life Cycle Assessment by Carnegie Mellon University Green Design Institute (2007). Available from: www.eiolca.net